



2011 Training Opportunities

Virginia Main Street Trainings and Events

Jan. 27 and 28: Main Street Manager's Retreat, Winchester, VA

This special session is for program managers from **designated communities only**.

March 25: Virginia Main Street Milestone Awards Luncheon, Richmond, VA

This celebration luncheon will include a keynote speaker of interest to downtown revitalization professionals and the presentation of Milestone Awards to designated communities.

July 13 and 14: Summer Toolkit, Staunton, VA

Specifically designed to address more advanced Main Street revitalization strategies and concepts, VMS will have additional information on topics and speakers for the Summer Toolkit sessions by spring 2011.

Sept. 14 and 15: Virginia Main Street Essentials, TBD, VA

An opportunity for new and seasoned Main Street managers, volunteers and board members to focus and develop greater expertise in two of the Four Points of the Main Street Approach™. This year's training will cover design and economic restructuring.

Recommended Training Opportunities

Jan. 26 – 28: North Carolina Main Street Conference, Shelby, NC

The annual conference of the North Carolina Main Street program offers an excellent mix of high-quality sessions addressing the basics of Main Street, as well as more advanced topics. For more information, visit: www.ncmainstreetcenter.com or call (919) 733-2850.

May 22 – 25: National Main Streets Conference, Des Moines, IA

Conference programs for this valuable educational and networking opportunity will be sent directly from the National Main Street Center. Information is also available at: www.mainstreet.org.

Late Summer: Living Towns, TBD

Hosted by the Rappahannock-Rapidan Regional Commission, this one-day event covers downtown revitalization topics relevant for smaller communities. For more information, visit: www.rrregion.org.

Late September: Preservation Virginia Conference, TBD

For three days some of the nation's most respected thinkers and practitioners in the fields of historic preservation and sustainable building converge to explore and chart the moving frontier of historic preservation. Information is available at: www.apva.org.

Fall: Virginia Downtown Development Association Conference, TBD

The VDDA conference will address issues important to large and small communities alike, and will provide excellent networking opportunities. For more information contact VDDA at: www.downtownvirginia.org.

Training Attendance Policy

Virginia Main Street trainings are an important opportunity to gain new skills, network with other communities, and learn about resources available for downtown revitalization. Every attempt is made to make trainings an excellent learning experience that is convenient and reasonably priced. Because attendance at trainings is important, VMS has developed the following attendance policy.

Each designated community is expected to attend as follows:

- **Manager's Retreat:** The executive director or program manager is expected to attend.
- **The Milestones Award Luncheon** is recommended but not mandatory.
- **Spring Feature, Summer Tool Kit and Essentials:** Communities are required to attend at least two of these three training sessions. Additionally, at least two non-staff members (board member, committee member, local government official, or citizen volunteer) must attend at least one of these training sessions.
- **E-Trainings:** There is no attendance policy for these trainings at this time. However, as these trainings involve statewide collaboration and a unique opportunity to educate many non-staff members at once, every effort should be made to participate as often as possible.
- **Living Towns; North Carolina Main Street Conference; or Virginia Downtown Development Association:** These trainings are highly recommended but do not count toward the minimum requirements. Scholarships are often available for the VDDA Annual Conference.
- **National Main Streets Conference:** New Main Street managers should attend the National Main Street Conference within two years of being hired and experienced managers should return at least once every five years. Community officials are encouraged to attend. Scholarships are often available for this conference.

Attendance by affiliates is considered an element of their "active participation" which is necessary to maintain their status. If you have questions about this policy, please contact Virginia Main Street at (804) 371-7030.